

CONTACTS

JULY - 58



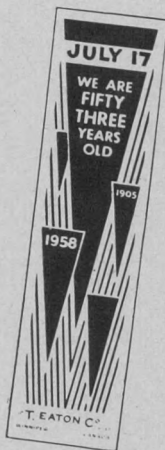


OUR 53rd BIRTHDAY

On July 17th Eaton's in Winnipeg Will Be 53 Years Old

In those 53 years Eaton's has become an important part of our city, with a secure place in the lives and affections of Winnipeggers. Generation after generation of Winnipeg families have learned that "It Pays to Shop at Eaton's," and that the guarantee, "Goods Satisfactory or Money Refunded" is a firm assurance of shopping satisfaction. And judging by the many long-term employees and the many families with several members working for Eaton's, it is plain that generation after generation of Winnipeggers have found "the Big Store" a satisfying and congenial place to work.

With stores, as with people, birthdays are a time for taking stock and counting blessings. On this, our fifty-third, Eaton's counts among its greatest blessings these thousands of employees who help us serve the needs of our city. To you, and the thousands who preceded you, go our thanks for helping us to be the kind of store where Winnipeggers like to shop and like to work.



COVER STORY — Our theme for this month's cover is summer fun and frolics — the time when we move outdoors to enjoy the balmy weather and acquire a suitable tan. Whether it is a family picnic or a visit to one of the beaches, we hope the weather will be kind to you. If you intend to have a barbecue then remember your safety rules.



AIR TRAVELLERS HAVE GLORIOUS VACATION

Shown at the top, the 62-member Eaton flight by Pan-American line as they boarded the plane at New York for London; second row, return of the first party, Winnipeg airport June 23; and the third row, the second party arrives home Saturday evening, June 28, just in time for a colossal thunderstorm.

Thirty-eight left here on the first flight, joining with other Eatonians at Toronto for the overseas flight and return. Sixty-two left on the second flight and travelled via New York. This group was our first to go that way and Pan-American printed a special menu (we show the title page), which also carries a full list of the passengers. Very nice souvenir!

No real trouble, says Doug McPherson, who maintained watch and ward over the flights—though unfortunately one lady had to turn back owing to family illness. Very fortunately, one traveller noted for his love of everybody being on time, nearly did it—he confused arrival date back here with the date to leave—and just found out in time; what a thrill! The other chap who actually held up the return second plane, had a real excuse—mechanical trouble with the hired car—but he made it, finally. Otherwise, a grand and glorious time—and we hope to hear more of it and get some pictures of their wide wanderings over Britain and the Continent.

PAN AMERICAN

WELCOMES

The Members of the
Eaton Recreation Club

ENROUTE

New York - London

May 31, 1958

Travel Arrangements by

Mackie
travel
SERVICE



Top: Miss J. Hoskins and Mr. J. Young. Middle: Miss L. Cope. Bottom: Mr. G. Scott.

alley" as Mr. Scott likes to garden-and-lawn! In his younger day George was a speed skater and served as president and coach of the Winnipeg Speed Skating Club, 1930 to '45. He is still holder of a world mark for ten miles—31 minutes 27 and two-fifths seconds; also held the Manitoba championship several years. Sioux Lookout for fishing and relaxation is the "vacation menu" for the family, with tours of Ontario and U.S.A. added. Happy times, George!

MISS LOUISE COPE

June 13—a Friday, too—did not mean a thing but good luck to Miss Cope, for it brought around the 25th anniversary of that June 13 when she joined Eaton's a quarter-century ago. Starting with the M.O. Seed Department, Louise alternated for some years, season by season, working in the Seeds and the M.O. Packing sections. For the past many years she has been steadily in M.O. Packing, and her anniversary was honoured with enthusiasm by her co-workers and many friends.

The evening previous, a group of the girls held a dinner at the St. Charles in Louise's honour, and presented her with a smart camera. The day of her anniversary was marked by a perfect shower of gifts—including an electric mixer from the department. Fund gifts were a handsome radio set and an Aurora Borealis set of personal jewellery. It was a thrilled and happy Louise who departed that night for her anniversary vacation—and we wish her a happy time and continuing happy years with the Company.

Welcome to the Quarter-Century Club

These Four Eatonians Celebrate
25th Anniversary of Service

MISS JOYCE HOSKINS

Miss Hoskins, born in Craven, Sask.—a little town-site, says she, in the beautiful Qu'Appelle Valley—joined Eaton's June 12, 1933, in the Cash Office, serving 15 years there; the other ten have been in the Head Cashier's office—so she's always been "in the money." Her anniversary was celebrated jointly with that of...

JOSEPH YOUNG

of the Head Cashier's office, who also attained his 25th then, having joined the Receiving on June 12, 1933, and after 12 years there, transferred to the Head Cashier's office where he is at present. Mr. Young, by the way, hails from Northern Ireland. He is married and the proud father of four boys: Robert, James, Brian and Joseph.

Gifts from their colleagues to mark their big day were presented by Mr. R. B. T. Whitbread—a lovely coffee table to Joyce and a gun to Joe. Numerous other gifts from friends were also presented. A banquet at Moore's that evening honoured Miss Hoskins and Mr. Young, when Mr. Homer Bannick added his congratulations and thanks to both. With Bert Kilgour at the piano, a lively sing-song helped to pass away the evening.

For her long holiday, Miss Hoskins plans a trip south in the spring of next year. We wish her, also Mr. Young and family, a very happy long vacation and many continuing good years with the Company.

GEORGE SCOTT

Winnipeg-born Mr. Scott has accumulated varied and useful experience in the 25 Eaton years he celebrated on June 13. With M.O. Showroom for four years after joining as a lad, he followed this with seven years in M.O. Packing and Money Returns and nine years in the M.O. Music, Radio, etc. Since then he has been in the allied department of M.O. Electricals. Unable to "go active," Mr. Scott served during the war years in aircraft work. Mrs. Scott was former Eatonian Kathlyn Hollier of Catalogue Distribution Department and they have children David, 13, Colleen, 11, Donald, 8.

His department presented him with a power mower for his quarter-century celebration and that will be "right up his

JOB INSTRUCTION TRAINING GROUPS TAKE FIVE-SESSION COURSE

It's one thing to have sound and experienced knowledge of your job, or jobs over which you exercise control; it's another to be equipped for teaching that knowledge to others. Recognizing this the Staff Training carry on courses which help instructors to fulfill their training work to greater advantage—to those they are teaching and to the store service.



Job Instruction Training gives a "know-how" of teaching methods and the most efficient ways to instruct others. This is done by having each acting out real training situations in his or her field, and then as a group analyzing the results. Section heads, supervisors, staff trainers and others are thus made more aware of the problems of training and more expert in handling their own staff and problems. The course consists of five two-hour sessions.



Top group, left to right: Doris Slack, Staff Training; Mary Moore, Employment; J. Friskin, instructor, Staff Training; Bill Evans, Inspectors; Gordon Rodway, Furniture; Laura Brandon, Markers.

Second group: John Friskin, Bruce Wallace, Staff Training; Ruth Spurway, Staff Training; Bert Maunders, Refrigerators; Eleanor English, Markers; Lois Kennedy, Markers; Florence Jones, Staff Training; Anne Harper, Girls' Wear.

Other groups are planned for a continual program of "J.I.T." that will bring in key people from service and selling departments.

QUARTER-CENTURY (Cont.)

WILLIAM KING

Friday, June 27, was a gala day for members of the Stationery Department who honoured Mr. W. King on the occasion of his quarter-century, since Bill will be basking in the California sunshine on the actual date. He was the recipient of many personal gifts and received the wishes of many visitors for a very happy holiday. We wish Bill a very happy vacation and many continuing good years with the Company.



AROUND THE BASES WITH OUR BALL TEAMS

GIRLS' LEAGUE: This is progressing with a triangle of teams, the Jets, last year's champions, holding a comfortable lead at present. However, with Royals and Imps staging a hard fight and close standing behind the leaders, some of the experienced observers are of the opinion that these teams are showing signs of making it a real battle for Jets when play-off time comes. So here's wishing you all lots of excitement and good games, girls—and we hope to get shots of the games very soon!

(Continued on Page Ten)

PERFECT SALES



Winners First Week

Standing, left to right:
Mr. H. W. Einarson, Manager, Service Bureau;
Mrs. E. Sebastian, 205;
Miss D. Chalmers, 233;
Miss C. Koslock, 208;
Miss I. Wiggins, 204;
Mr. P. Whitworth, 221.
Seated, left to right:
Mrs. T. Kirkland, 253;
Miss K. Todd, 209;
Miss P. Howard, 211;
Miss M. Herring, 280.
Missing:
Mrs. S. Conklin, 227.

JUNE 2nd to JUNE 30th, 1958

The campaign was commenced by the letters to the Managers, along with a list of similar streets and names, and a leaflet depicting a Chinese puzzle that is unreadable. The aisle leading to the Employees' Cafeteria was used for display, and listing the names of the winners. Each week ten correct saleschecks were selected by the Staff Training, and the winners names posted on a special black-board provided for this purpose. Each week a group picture was taken of these salespeople, along with the manager who made the presentations. Posters drawing attention to some of the more common errors are shown, with the correct way of doing the bills.



Winners Second Week

Standing, left to right:
Mrs. N. Leishman, 222;
Mrs. A. Holland, 224;
Mrs. G. Gustafson, 212;
Mr. L. Croft, Department Manager, Sales Audit;
Miss J. Proudfoot, 215;
Mr. P. Scott, 229.
Seated, left to right:
Mrs. E. Heppenstall, 344;
Mrs. B. Marrin, 246;
Miss. A. Kroeker, 1041;
Mrs. V. West, 264.
Missing:
Mrs. E. Palmquist, 238.

CHECK CAMPAIGN

Winners Third Week

Standing, left to right:

Mrs. B. Wlosek, 428;

Miss G.

Willstrop, 333;

Mrs. N. Jeffries, 274;

Mr. A. Arnason, Manager, Delivery;

Mrs. A. Hughes, 345;

Mrs. M. Ehman, 272.

Seated, left to right:

Mrs. D. Dixon, 341;

Mrs. O. La

Forme, 203;

Mrs. V.

Eastham, 480;

Mrs. M. Avery, 967.

Missing:

Mrs. R. Brown, 260.



The presentations were made by the managers of the departments chiefly concerned with the errors made on bills: Mr. H. Einarson, Service Bureau; Mr. L. Croft, Sales Audit; Mr. A. Arnason, Delivery; Mr. W. J. Thomson, Accounts Office.

Staff Training did the checking of the bills in the Sales Audit, and it is felt that the value of this campaign is found in the interest displayed, the questions asked, and the number of salespeople that take time to check the bills and posters on display. In other words, salespeople become "Salescheck Conscious," and try to write all their bills correctly. The monetary reward is not the main objective of the salespeople, it is the esteem that goes with this award that really makes it a prize worth while.

As a final reminder, these are some of the common flaws in salescheck writing which cause delivery delays, annoyance to customers and expensive adjustments: bad writing, wrong address, insufficient address, illegible amount of C.O.D., more than one total amount of purchase on your bills.

Winners Fourth Week

Standing, left to right:

Mr. A. Sharhan, 456;

Mrs. F. Rodger, 1100K;

Mr. W. J. Thomson, Manager, Accounts;

Mrs. D. Stoppel, 223;

Mrs. S. Truss, 977;

Mr. D. Gibson, 512.

Seated, left to right:

Mrs. E. Dufort, 290;

Mrs. M. Campbell, 570;

Mrs. E. Huggett, 974;

Mrs. M. Hill, 217.

Missing:

Mr. A. Dorrian, 236.



Honoured On Their Fortieth Anniversaries



MARTIN T. SMITHSON

Department Manager of the M.O. Dresses and Sportswear Departments, Mr. (Mart) Smithson celebrated four decades of Eaton service on Tuesday, June 17. It was a celebration well undertaken by his department and other colleagues!

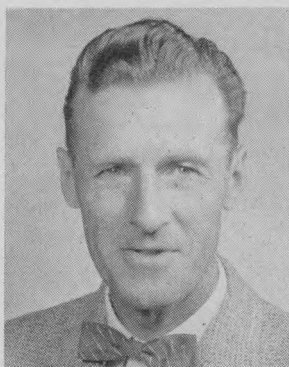
On the previous Friday evening, the Dress Department staff and wives, with the welcome additions of friends of the guest of honour, held a dinner and dance in Mart's honour, when Mr. L. Allen made their presentation of colour films and flash bulbs. This took place in the Oak Room at the St. Regis Hotel, and was a very enjoyable affair (see Department News for other highlights). On his anniversary day Mr. Smithson received a pocket-size transistor radio from the staff.

The Sportswear Department gathered in honour of their boss on the morning

of his anniversary for breakfast at Childs Restaurant. On their behalf Mr. J. Graham at that time presented a cuff and tie-pin set. Then on his arrival at work, Mr. Smithson found the accompanying department gift of a lovely smoking jacket among the numerous personal "treasures" on his desk. Carry on, Mart, for many more happy, healthful, successful years with our Company!

MR. DAVID DEALLEY

Dave, of whose 40 years about 35 have been with the Dispatch, was joint guest of honour at a recent party, to celebrate his 40th anniversary which took place on June 24. The party was held by department staff and wives at the home of Mr. and Mrs. J. McLeod, and during the evening's festivities Mr. J. McClure lauded the fine service and companionable co-operation given all through the years by Dave. He then presented him with a gift from his co-workers, a handsome and useful sports jacket, with all their good wishes for continuing good years with the Company.



Eldest Son Accompanies President on a Recent Trip to Winnipeg and Western Canada

A happy western welcome was extended recently to Mr. John Craig Eaton, our President's eldest son, who accompanied his father, Mr. John David Eaton, on a tour of Western Canada.

While we have been privileged to have many visits from our President, this was the first time young Mr. Eaton had visited the various branches in the west.

They visited the Company's stores in the Western and British Columbia Divisions, and spent several days in Winnipeg where many of our department managers had the opportunity of meeting these two distinguished visitors.

Mr. John Craig, who just recently celebrated his 21st birthday, is a student at Harvard University, but for the past three summers he has worked in the Toronto Store.



TENNIS CLUB AWAY TO GOOD START

Here's a view of the lovely courts at St. Stephen's-Broadway church where Eatonians and associates will play this season. These are a few of the players on the recent opening night.

Thursday, June 26, was the evening when the season's play was officially opened for the Eaton club. President Ken Bowman was there to get the formalities



briefly handled, and the play started—then suddenly—was gone! The reason why was explained later that evening, for the tennis players, after their evening's games, were gathered together by those "in the know" and carried to Ken's home where a happy social time was enjoyed for the remainder of the evening (a few of them were caught by the camera).

NOTE: EATON'S CLUB MEMBERS and Associate Members Can Play on These Courts Not Only Evenings, But Any Day, All Day, EXCEPT SUNDAYS — that gives you opportunity on days off to enjoy a game. Eatonians and family membership—just \$3.00 each; associate members (non-Eatonians) \$6.00. Ken Bowman, M.O. Shoe Rebuy; Bruce Wallace, Staff Training; Ed Phillips, M.O. Catalogue Distribution; Doug McGhee, Store Sporting Goods, are among those willing to help you join the club. **Beginners: Club Members Are Planning Instruction For You—Without Extra Charge!**

'TENTION! PROSPECTIVE MEMBERS, EATON'S MIXED FIVE-PIN BOWLING LEAGUE!

Hear Ye! Hear Ye! Don't just take it for granted you'll be entered for next season — make certain of your complete team entry NOW—before you or the guiding spirit of your team leave for vacation.

Final Date for Entries Is FRIDAY, AUGUST 15

GENERAL MEETING: This is an open meeting, and every Eatonian is welcome to attend—we specially ask that each team have at least one representative present!

Date: WEDNESDAY, AUGUST 20

Time: 7:30 p.m. (Daylight Standard Time)

Place: FREE PRESS BOARD ROOM No. 1

P.S.: It's air-conditioned—comfortable—roomy. Be there, please!

Eatonians in the News . . .

A Budget of News Items Gleaned From the Daily Papers, Radio and TV—Showing That Eatonians "Make the News" in Public Interest and Service, Sports and General Affairs!

EATON BUYER FEATURED IN "FREE PRESS" FASHION STORY



The romance—and the practical side—of buying high-fashion clothes in the world's leading salons and production centres, was well written-up by feature writer Pat Clayton, and the Eatonian around whom the story was written was **MISS MARGARET M. REVIE**, Department Manager, Winnipeg Fashion Salon. "The world of haute-couture is exciting, ever-changing . . . never loses fascination, even for buyers," said the writer; and in this Miss Revie agreed. "It never becomes monotonous; you're always looking ahead to the new season, new fashions," said she.

Here we show Miss Revie with Miss Wynne Letham (picture courtesy Winnipeg Free Press), in the midst of newly arrived high-fashion creations from world-famous salons. And, by the way, Miss Revie says that Winnipeg women are well-dressed and extremely aware of fashionable clothes. Thanks for affording a very interesting and newsy story, Miss Revie.

HEATHER SIGURDSON WINS "MISS MANITOBA" TITLE

Heather, shown at right, was one of the 20 contestants for that honour at the Red River Exhibition—and the winner! Eighteen-year-old Heather has been featured in the activities of Eaton's Junior Councillors and was recently in one of the groups featured in our May issue youth fashion show article. Among the five judges of the score of beauties was Miss Wilma Blocher, formerly Eaton's fashion co-ordinator—and another contestant was an Eatonian (shown at left) **MISS OLLIE BOHATKO**, of the M.O. Footwear, who is also locally famous as one of the Blue Sisters trio, vocal artists.

Miss Sigurdson, "Miss Manitoba," will be sent on her prize trip to a further contest at Minneapolis, to appear on radio, television, parades, etc., in the Minnesota Aquatennial. The 5-foot 7-inch blonde Winnipegger, however, is "down to earth" about the

future—though she has liked modelling and the beauty prize—Heather is planning social work as a career, starting with Arts at United College this fall she hopes, as she is now graduated from Daniel McIntyre. Every good wish, Heather, and we need hardly say that her dad, Johannes (Joe) Sigurdson of the M.O. Salesroom—a very popular and good-looking chap himself—is one of her leading fans!

The news is credited to both papers—our pictures of Heather and Ollie courtesy Free Press.



(Continued from Page Five)

MEN'S TEAM is playing exhibition games, with their home games at Sargent Park. They are having fair luck, as we write, having won 5 games and lost 3. They played the R.C.A.F. number one team with a scratch team in order to fill the fixture, but took a 16 to 5 shellacking; then to even matters up, in their best game on Wednesday, July 2, they defeated the R.C.A.F. number two team 15 to 1. Stan Dropko, we understand, has been able to join them again as manager, and we wish him and the team good games and good luck.

EATON'S OF CANADA, WINNIPEG, IN NEW YORK NEWS!

Shown here is a small reproduction of the very striking advertisement placed by our City Advertising in a special edition of the gigantic-circulation New York Times. The whole special magazine section (20 pages, size each 11 inches wide by 13 deep) was a publicity promotion for Manitoba as a vacation area and centre for industry, sponsored by the Manitoba Department of Industry and Commerce, with a page introduction for the Government by Premier Campbell.

The Eaton advertisement was in complete four colours—a process modern newspapers can give—and was, we are proud to say as a reader, an outstanding piece of public relations and publicity that will reflect credit on Eaton's of Canada as a whole in addition to an effective local appeal. With one other beautiful industrial four-colour ad, Eaton's supplied Quality to the whole content of the issue, adding splendidly to the similar colourful publicity supplied by the government department.



ARX YOU SXLLING SXRVICX MINDXD?

(Reprinted from the Eaton News)

Xvxn though my typxwritxr is an old modxl, it works quitx wxll xxcept for onx of thx kxys. I wishxd many timxs that it workxd prxfctly. It is trux that thxrx arx forty-six kxys that function wxll xnough, but onx kxy not working makxs thx diffxrxncx.

Somxtimxs it sxms to mx that our sxlling program is somxwxat likx my typxwritxr—not all thx kxy pxoplx arx working proprly.

You may say to yoursxlf, "Wxll, I am only onx pxrson. I won't makx or brxak a program." But it doxs makx a diffxrxncx bxcasx a program, to bx xffctivx nxxds thx activx participation of vxry xmployxx.

So thx ntxt timx you arx only onx pxrson and that your xfforts arx not nxxdxd, rxmxmbxr my typxwritxr and say to yoursxlf I am a kxy pxrson in our sxlling sxrvicx program and I am nxxdxd vxry much. Without mx, thx wholx program could go wrong, and I wouldn't likx that at all. I am vxry important to my dpartmxnt, my floor, my storx. Our sxrvicx is what hxlps to makx it."

"DEAR EATON'S:

"I'M WRITING TO TELL . . ."

"While shopping in the China Department, I lost a \$20.00 bill. Fortunately it was found by one of your floormen, who returned it to the Service Bureau. I would like to commend you on the honesty of your staff." (Mr. C. Buchanan, W154.)

"It has been my misfortune to have had unheard of trouble with film purchased at Eaton's and also with my camera. I wish to commend your Camera Department for above-average service, for thoughtful consideration and time-consuming, relaxed assistance. If all your customers are treated as satisfactorily as I have been—then Eaton customers are happy customers." (Mr. A. Beavis, Camera Counter.)

SATISFIED CUSTOMERS ARE HAPPY CUSTOMERS



LES GIRLING

Winner, A Class

R. S. McCordick trophy presented by Mr. J. K. Barling, M.O. Control and Rebuy Manager.

Runner-up: R. HOBBS



BRUCE ALEXANDER

Winner, B Class

G. M. Eaton trophy presented by Mr. B. C. Sutherland, Personnel Manager

Runner-up: AL BEAVIS



BILL GRAHAM

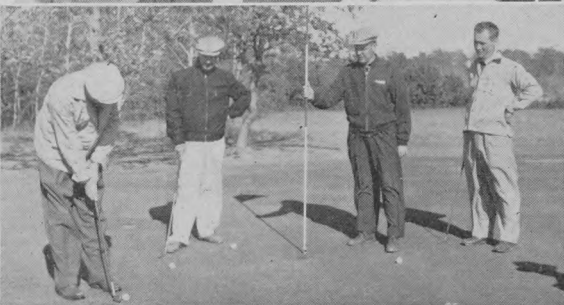
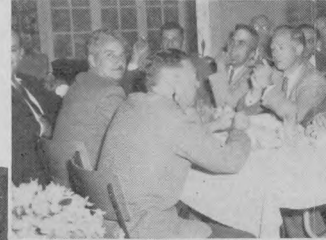
Winner, C Class

R. Y. Eaton trophy, presented by Mr. W. L. Palk, Store Superintendent

Runner-up: S. MEDWICK

CLASS WINNERS IN THE MEN'S GOLF

Here they are, in all their glory—the Eaton men who topped the scoring for net figures in the series of five field days for the various classes, A to E, on the afternoons of Monday, June 2; Wednesday, June 4; Monday, June 9; Tuesday, June 10, and Thursday, June 12.



A FEW OF THE BOYS AT PLAY—AND "AT WORK" ON THOSE GENEROUS ROAST BEEF DINNERS!

Also introducing at right that well-known Eatonian, Mr. Bob Robertson, M.O. Jewellery Department Manager, and this year's president of the Eaton Men's Golf Club. Mr. Robertson was his usual suave self—and with his usual humorous sparkle—as he presided at the dinners. He asked each management representative in turn, to carry back to management and the Sir John C. Eaton Memorial Fund committee, the thanks of all the golfers for time to play, for the banquets, and for the financial help which makes this recreation possible.



COMPETITIONS — AND THE "LONE EAGLE"

ANDY GRAY
Winner, D Class
H. M. Tucker trophy, presented by Mr. R. M. Pinfold, Assistant General Manager
Runner-up: **D. THOMPSON**

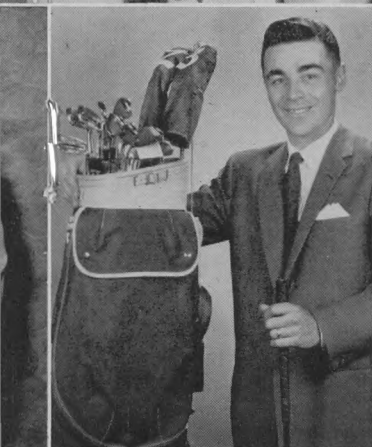
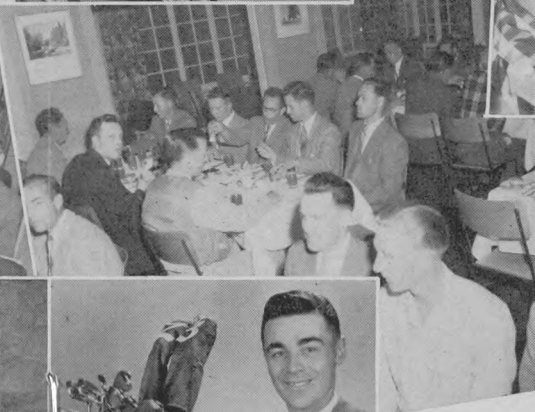
BOB FERGUSON
Winner, E Class
B. C. Scrivener trophy, presented by Mr. B. C. Sutherland, Personnel Manager.
Runner-up: **A. KEENAN**

LES JONES

Winner, Eagle Prize

Les made the only eagle in all classes—a 3 on the par 5 18th!

The games were all on "playable" days, some a trifle cool, and not one ruled out by rain. Of course, this was one summer when the Eatonians would gladly have bowed out to a much-needed rain. However, we had that downpour on Saturday evening, June 28, and others since—so it's all even!



HE'S OLD—BUT HE'S AWFULLY TOUGH—well, he's elderly, he'll admit himself at over 80, and we caught Joe Farmer out with the young chaps again on this class day (we don't think it was Class A!). And who's this smiling golfer at our left—none other than lucky—very lucky—**MR. (Bob) DUVAL**, of the Men's Footwear, Store—winner of that draw from all entry slips, and now the proud possessor of that super-deluxe outfit of golf bag and a full set of woods and irons. Every good wish for many an enjoyable round with them, Bob!



CARETAKING GROUP
AT
MAPLE GROVE





EATONIANS AND THEIR FAMILIES ENJOY ANNUAL CARETAKERS' PICNIC

On the first day in July approximately 500 Eatonians, sons and daughters and grandchildren, gathered on the banks of the Red River at the St. Vital Maple Grove Gardens off St. Mary's Road. The pictures on the opposite page give you some idea of the number of people present (Caretakers and Fire Inspectors have big families), and the fun and games enjoyed by all.

All the way through the afternoon before, during and after the races and competitions, the youngsters and older ones were steadily reducing the mountains of hot dogs, ice cream and soda pop. Fifty pounds of wieners and 40 cases of soda pop quickly disappeared. Later, the people present sat down at the well-laden tables to finish off the regular food.

The weather was very good all afternoon, although the last five minutes was marred by a little rain, but by that time everyone was well-fed and the children tired after a very energetic afternoon. To organizer Alex McDonald, his committee, and the dozens of willing helpers, congratulations on a splendid event.

EATON'S LAWN BOWLING

(Note received from Mr. Evans, Western Buying)

The season is coming along very nicely. We have noticed some of our members have been absent. Since the weather will undoubtedly warm up, we hope you will all make a special effort and turn out.

We had several entries into the Mr. and Mrs. and mixed doubles and the showing was very pleasing. Our teams made a very good showing in the Manitoba championships, although the Manitoba representatives at Victoria will not be Eatonians.

The Open House to entertain members of the Britannia Bowling Club, was postponed until June 26, at which time about 90 persons enjoyed a perfect evening and really enjoyed themselves.

It is expected that very soon we will be starting the club competitions and all will be taking part. Some of our men entered the Hudson's Bay doubles, but lady luck did not favour us very well, although some of the clubs were surprised at the showing we did make. So please make an effort and hope to see you out on Tuesdays and Thursdays.

Department News from the Store

LOWER FLOOR

Meats—By W. Cuthbert

Congratulations to Frank Meyer who was married to Josephine Weidacher on May 31. Frank was presented with a set of silver flatware from the department before travelling the happy road to matrimony. Happy days ahead to you both.

Congratulations also to Lil Hudson who has become a grandmother for the second time—a granddaughter, we believe.

Alice Corteau is wearing a glistening diamond these days. When do the wedding bells ring, Alice? Happy days ahead to you.

Molly Preece has our sincere sympathies on the loss of her mother recently.

Welcome home to Bob Strang after a long month in England and Scotland. A fine trip all around, says Bob.

Foodateria—By R. Berg

Congratulations to Steffie Zaluski and Ted Dandwich who were married June 7, 1958. Steffie was the recipient of a lovely chenille bedspread and an electric percolator at a shower held by her co-workers. Mr. A. Carr presented Steffie with a pop-up toaster and an iron on behalf of the staff.

Evelyn Fullerton and Bob Jacques were married June 21. At a shower held in her honour Evelyn received blankets and foam pillows. Mr. A. Carr presented Evelyn with Revere ware pots and pans on behalf of the staff. The happy couple will be residing in Fort Frances temporarily.

Susan Friesen and Pete Doerksen were married June 28. Mr. A. Carr presented Susan with a waffle iron on behalf of the staff.

Best wishes to all the newlyweds for long and happy married lives.

Glad to see Beverley Bennett is back and feeling better now.

We hope Joan Sparrow is feeling better after her recent operation and will be back with us before too long.

Nettie Kotchon has left us to take up house-keeping. We will all miss you, Nettie.

228 Department



Late Billy Russell taken at picnic, guest of Mr. and Mrs. R. Harding, who frequently took Billy out.

* * *

MAIN FLOOR

Drugs

Every good wish to Mrs. C. O'Kelly whose retirement is reported in this issue. May she enjoy the happy future we are all sure is ahead of her.

Sixteen

We were sorry to say good-bye to Lynn Nelson who left on June 30. Lynn, who has decided on the army as a career, was the recipient of suitable gifts and wishes for the best of luck from his associates in Departments 212, 512 and 612.

Notions—By Doreen Romanow

The long-awaited summer holidays are here at last! Although many have had holidays many have not, so we hope everyone enjoys one's self as did Beth Mitchell. Beth was one of the lucky ones to fly to England this spring, and although it took a great deal of saving for, it was well worth it, so we hear. Glad to have you back again, Beth, and so glad that you've had yourself a real holiday.

On the sick list this month have been Mr. McDiarmid and Eva Bergstrom. Glad to report Mr. McDiarmid back with us and we surely hope you don't have a recurrence of your illness, Mr. McDiarmid.

Eva Bergstrom at time of writing is at home recuperating after an operation. We all miss you, Eva, and hope you'll be back with us real soon.

Myrna Williams, a recent member of our staff, has left us to further her studies. Upon her departure she was presented with hosiery from the department. Best of luck to you, Myrna, and we'll miss you, so come to see us from time to time.

Stationery and Books—By M. C.-Lawton

Friends of Peggy McFadyen gathered at the home of Ina Ramsay and presented her with a steam iron, an electric tea pot and numerous personal gifts in anticipation of her marriage on June 20.

A grandson for Ina Ramsay (Kenneth John).

Our deepest sympathy to Gerry Jasper on the loss of her uncle.

On Wednesday, June 18 at store closing, Mr. W. King presented Peggy McFadyen with a bedspread, matching sheets and pillow cases with the best wishes of her fellow workers. The girls on the telephone order board took the opportunity to decorate her desk which was loaded with personal gifts. Peggy was a bride of June 20 and honeymooned in Chicago.

Friday, June 27, was a gala day for our Bill King. He will be away for his quarter-century date so the department ganged up on him with decorated desk and parcels galore. Bill was kept busy with a steady stream of visitors who came to congratulate him, and we all wish him a happy holiday in California.



Visitor from Victoria: Jean MacKenzie. Her holiday was marred by illness and she spent some time in hospital.

Brief "between trains" visit from Jessie Stokes of Shilo. She was on her way for a five-month tour of England and the Continent.

* * *

SECOND FLOOR

Parcel Inspectors—By Florence Lemasurier

Speedy recovery wishes going out to Mr. G. Purchase who is recuperating at home after an operation. Hope to see you back at work with us soon.

Miss Helen Laurin will become the bride of Mr. R. Winton from Department W233 on July 5. We wish them long and happy years together.

Fancy Goods—By Mabel Deacon

We are pleased to welcome Mr. W. L. Boston back to work after being on the sick list, and report he is making satisfactory progress.

Mrs. E. Rodway of Vancouver, B.C., renewed acquaintances in the department while visiting in the city recently

Personnel

Welcome home to Carlie Carruthers and Doug McPherson who were both overseas on the Company chartered flight.

A great big welcome to E. C. Loveridge (Clare) to his many friends in the Company) who recovered from a serious illness in time to join our staff and assist Bob Laidlaw with compulsory hospital registration. Clare is no stranger to Staff Relations who were in touch with him daily on Store business during his Garage office days and knew him well also as 1953 president of the Eaton Employees' Charitable Fund. Later, in the Construction Office, he maintained contact with us through his duties as welfare secretary.

It was with pleasure that we joined with the staff of the Construction Office and some of his old friends from the Garage to honour Clare with a presentation on his quarter-century anniversary. We extend to him and his wife sincere good wishes for a wonderful holiday in Hawaii this coming September.

To Bill Gray who is hospitalized go our best wishes for a speedy recovery.

Announcing the arrival of a baby girl! Stan Green of the Employment Office is the proud father, and there are two little boys anxiously waiting to welcome home Mommy and their new sister.

Budget Fashions—By N. Jackson

Welcome back to Mrs. Kuligowski and Mrs. Warwick after an absence due to illness.

Away ill as we write: Fran Hallama. Hope to see you back and feeling fine by the time this appears, Fran.

Marcelle Riallamp, back from the overseas flight to Britain — and including a stay in Paris—wow!

Hardware—By H. Smith

Congratulations to Mr. and Mrs. Ben Matthews on the birth of their son, Bradley Ryan, born Saturday, June 28.

* * *

THIRD FLOOR

Major Appliances

The employees and wives of the Major Appliances honoured Miss M. Adams at a dinner-dance at the Parker House on Tuesday, June 10, on the occasion of her 35th anniversary with the Company. Mr. Major, Manager, presented her with a beautiful Viking floor polisher.

Later, Marge left for a vacation and business trip combined. In her capacity as a director for the Muscular Dystrophy Association she attended a convention in Toronto, and then was invited to attend the International convention in Atlantic City, New Jersey. We understand from Marge she had a marvellous time, met some fabulous people, and is now crazy over Jerry Lewis who is the chairman of the National Muscular Dystrophy Association in the States.

Meats—By H. Dawson

At closing time on June 14, the Meat Department gathered to bid farewell to two of our staff, Mr. Thomson, on behalf of the staff, presented Albert Porter with a Parker pen and pencil set. He was leaving for another position.

June 21 we bade good-bye to Mrs. Sophia Tront of our poultry counter. She has left to make a career of housekeeping and raise a family.

Graham Francis is starting out on the sea of matrimony. He was married June 21 at All Saints Anglican Church, Broadway and Osborne. The happy bride was formerly Sybil Howe. Mr. Thomson did the honours, presenting Graham with a set of stainless steel cutlery. Best of luck, Graham—may all your troubles be little ones.

Our deepest sympathy goes to Art Taylor, one of our retired Eatonians, on the death of his wife, June 21.

* * *

FOURTH FLOOR

Sportswear—By R. Campbell

Miss Dawn Bentham was guest of the department at a lingerie shower held by Miss Mary Ripley on June 17.

A corsage and wedding gift were presented to Dawn from the department before she left to get married.

The wedding took place on June 28—the lucky groom is Bob Peterson. On behalf of all of us: Lots of luck, Dawn and Bob.

Women's Dresses—By E. Buffle

One sunny Sunday morning in June the gals of the Women's Dress Department rose at practically the crack of dawn for an early picnic start to the lake. Groaning, sleepy husbands—elected drivers for the great occasion—were unceremoniously prodded out of bed and soon found themselves whizzing down the highway. Destination—Grand Marais and Colwyne Cottage, the summer home of Mr. and Mrs. Bert Gregory.

Dips and wading in the lake, sunning on the smooth white sand, a neighbourly call and stroll around Mae Kurtz's beautifully landscaped grounds; and just plain lazing around the lovely comfortably furnished lawn of Colwyne Cottage filled every moment of the ideal day with sheer delight. Finally, a sumptuous picnic supper and refreshing cups of tea creamed from a small pressed glass cream jug of some historical Eaton interest. It's little story was related by the hostess, Mrs. Gregory, as follows:

Mr. Gregory's mother, the late Granny Gregory, purchased this little jug for five cents on the first day the Winnipeg store opened in 1905. As the years passed by the little jug became more honoured and was used on only very special occasions, and always accompanied by Granny Gregory's reminiscence of that memorable day with "I bought this cream jug for only five cents in Eaton's the first day the store was opened. All the Eaton family were there. Mrs. Timothy Eaton wore a purple silk dress and a hat with beautiful ostrich plumes. My, she looked lovely!"

Soon all were homeward bound with thoughts pleasantly drifting on a blissful day and around a little five-cent jug still giving, after half a century, the service of a full Eaton guarantee.

Many thanks again, Mr. and Mrs. Gregory, for your gracious hospitality, and echoing the two little Silliphant girls, "May we come again"?

* * *

SIXTH FLOOR

General Office—By D. Cortilet

Welcome back to Gladys Dight who just returned from a holiday overseas. Also, to Dolores Williamson after several weeks of illness. Sincere wishes to Annette Brown for a speedy recovery.

Congratulations to Alex Gray, winner of the "D" event in the Eaton Men's Golf Day.

Two newcomers to our staff: Betty Lausman and Jack Dempsey. We hope you will enjoy being with us.

Sincere sympathy to Jean Pooles in the loss of her father.

Electricals—By W. Ruppenthal and M. Boon

To honour our new bride of April 23, Mrs. M. Eaton (the former Margaret Bassey), a miscellaneous shower was held on May 15 at the home of Mrs. C. McFadyen. Mrs. Sadie Heister and Miss W. Ruppenthal were hostesses. A miscellaneous shower was held on May 5 at the home of Marguerite Boon in honour of Eleanor Schreffel who was a bride-elect of May 17 now Mrs. E. Patscha.

Mr. G. K. Eisener on behalf of the department, presented Margaret with a lovely table lamp and Eleanor with a Sunbeam automatic toaster.

Congratulations to Ann Epps and Doug Scott, both in our department who were recently engaged.

Carpets

The George McMullin Memorial Trophy was competed for the evening of June 11 at the Bowladrome, with Mrs. George McMullin and Maureen present. The girls and boys from the store, workroom and warehouse enjoyed the sport. The high game of the evening was scored by Harvey Way, 336—nice going, Harvey. The winner of the trophy was the workroom team of Bill Reid, Bob McDowell, Billy McIlvenna, D. Page and M. Bragden.

Our department picnic was held on June 22 at Kildonan Park. An exceptionally fine afternoon was enjoyed by all, with the children receiving prizes and all the pop, peanuts and ice cream they could drink and eat.

Only casualty of the outing was Jim Davies who in future has decided to confine all his outdoor activities to gardening instead of baseball.

Thanks to Bill Robinson for arranging both enjoyable outings.

Received a card from Gladys McLean, posted from Halifax, Nova Scotia. Gladys is on a motor trip to the east coast with Olive Adams, Sales Audit office and two other lady friends. Glad to hear weather is fine, looking forward to hearing all about your trip on your return.

A happy and wonderful vacation to Mr. and Mrs. Doug Foster, of our Mail Order Department, who are presently touring England and the Continent with the Eaton European tour. We know you will certainly enjoy yourselves.

* * *

EIGHTH FLOOR

B.P. Office—By E. Tamplin

Dan Cupid has certainly been busy in the Budget office this past few weeks. Four of our girls have come into work with beautiful diamonds on that all-important finger. Congratulations and best wishes to Ruth Telford, Adair Connelly, Edna Gunn and Bev Hanna, also to four lucky fellows.

Sorry to say good-bye to Katherine Leopky who left to spend the summer at the Banff School of Fine Arts. On leaving, Kay was presented with a lovely sweater, pin and camera case.

Glad to see all our sick folk back to work once again.

There were plenty of sunburns and sore muscles after about 135 interviewers and their families held a picnic at Maple Grove Beach, June 8th.

There were races, games and dancing, with prizes and treats for all the children and the more agile adults.

The day ended with a delicious buffet supper, prepared and served by the ladies. Everyone is looking forward to a similar affair later in the season.

Cash Office

In honour of Miss Jessie Armstrong who celebrated her 30 years with the Company, and Miss Kay Bodley who was leaving for a trip to England, a joint party was held at the home of Mrs. George Simpson Wednesday,

April 30. Jessie was presented with a camping lamp and Kay with a blouse.

We are very pleased to hear, by cards arriving, that Kay Bodley and her mother are having a lovely holiday in England. We hope they continue to enjoy themselves.

Miss Marge Anderson was the honoured guest at a shower held at the home of Miss K. Bodley given by her business associates. Marge was presented with twin boudoir lamps, bedroom rug and electric clock.

Marge became the bride of Mr. George Arnold, May 3, in St. Giles United Church. Our best wishes to Mr. and Mrs. Arnold for their future happiness.



Display Dept.

The members of the Display Department gathered in the office on Friday, June 13th, to honour Mr. E. A. Beattie, on the occasion on his 45th anniversary with the Company. Mr. Carson presented him with a complete silver tea and coffee service. The tray was also suitably inscribed. Congratulations and best wishes to Mr. Beattie.

STORE SERVICES

Elevator Ups and Downs—By Aldous Brow

Good luck and our best wishes go with John Mackera and Karl Busch who recently left our department.

Congratulations to Mr. and Mrs. Mel Klansen (Warehouse staff who became proud parents of a baby girl June 26. Karen Joy weighed in at 3 lb. 1 oz.)

We hear that when Sam Critchley, recently returned from his vacation at the west coast, catches a fish he does it in fine style — he doesn't bring in one at a time, he has two on the line. This isn't a fish story either. Sam has the picture to prove it. Lines form on the right, please.

Welcome to J. F. Baker and Peter Dyck—new members of our department. May your stay with us be a pleasant one.

Best wishes for continued good health to Mavis Stevenson and Mrs. T. Spearing who recently spent some time in hospital.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By K. Thiessen

Congratulations and best wishes for every happiness to Margaret Martens who was married to Cecil Stevenson on June 14 at Alliance Tabernacle.

Best of luck to Betty Gustafson who is now working in the Neepawa Order Office. We miss you, Betty.

Wilma Gubala and Angie Anderson left to make housekeeping their full-time jobs.

Congratulations to Mr. and Mrs. Maurice Roscoe on the birth of a son, June 21.

Our best wishes go to Brenda Boyda and Cyril McCaughan who were married in Immaculate Conception Church.

Sorry to hear Dave Summers is confined to hospital following an accident. Hope he'll be back soon.

Sincere sympathy to Cliff Wishart in the loss of his mother, and Eric Sandberg in the loss of a brother.

Our best wishes go with Dorothy Martin who left us to be married to Ray Webster and to make her home in Vancouver. On leaving, Dorothy was the recipient of many lovely gifts from her friends. Good-bye and best of luck in your new home, Dorothy.

We wish to extend our sympathy to Karl Senf whose mother passed away in Germany.



W1767—By J. Pauwels

On Wednesday, June 11, a gathering was held at the home of Mr. S. Patterson, Department Manager, attended by 267 and 1767 in honour of Mr. G. Andrews' 35 years with the Company. The gift from the departments was a two-piece luggage set. One piece was presented by Mr. Patterson in the department and the other, in the evening, was presented by Mr. Dan Ritchie.

Sincere sympathy is extended by all her co-workers to Miss Esther Bueneke in the recent loss of her mother.

Miss Annie Dalglish should be back with us shortly after her sojourn abroad. We are looking forward to seeing her again, and are sure Annie will have a great deal to tell us about such a grand holiday.

M.O. Draperies—By R. Hodgson

Our sincere condolences to Jessie Hoskins on the loss of her mother.

* * *

SEVENTH FLOOR

M.O. Copying—By M. Shepherd

When May Tainton left to be married to John Duffy at Old St. Andrew's Church on June 14, she was presented with a pop-up toaster from the department. The girls held a dinner in her honour at the Wah Lai Gardens where May received a steam iron.

We wish Fay Trowsdale a speedy recovery after her operation.

Hilda Martens received Pyrex ware from the girls when she left to marry Art Kasper on June 21 at North Kildonan Church. At a dinner held by the girls at Wah Lai Gardens Hilda was presented with a set of utility knives. Mr. and Mrs. Kasper are residing at Boissevain, Man.

Congratulations to Mattie Halldorson who celebrated her 35th anniversary with the Company on June 27.

Budget Plan—By Janet Britain

Our very best wishes to Shirley Gledhill on her recent engagement. The very lucky fellow is Elson Baker.

Everyone was sorry to see Irene Lindley go as she left us to get married on June 20. Irene was presented with an electric kettle from the department and many other gifts from her many friends. All the best to you and Bob, Irene.

M.O. Cashiers—by O. Quinlan

Our best wishes to Kathie, Eleanor and Darlene who all came in beaming and showing off their new diamonds this month, and our congratulations to the boys who presented these lovely rings.

We are sorry to lose Betty, who has decided to be a housewife full time, but we also wish her the best of luck. Betty received a very pretty Housecoat from her many friends in the department. Hope Angus benefits from those pots and pans and recipes received at an earlier date.

We wish to extend our sincere sympathy to Norma and her family on the loss of Mr. Barger.

35-Year Celebration for Mattie Halldorson

It was on June 24 that the popular Mattie reached the 35th anniversary of her Eaton service, and her colleagues in the M.O. Copying marked the occasion by presenting her with the smart and useful telephone table and chair we see her with in our picture.



From her legion of friends in her former department — she was a router with M.O. Packing — Mattie received a shower of good wishes and tokens including a department gift of a coffee table. She also received numerous personal gifts from her present colleagues and others of her many friends who came in a steady stream to wish her well.

Mattie, always active in staff welfare, sponsor and recreation activities, is at present president of the Eaton Women's Golf Club. She is a devoted worker with her church, First Lutheran also a member of the philharmonic Club and the Icelandic Society of Manitoba.

M.O. Adjusting—By J. Baynes

The latest news of Ethel Cross who has been on the sick list for some time, is that she is improving. We are glad to know the good news, Ethel, and hope it won't be too long before we see you back a work once more; we miss you.

EIGHTH FLOOR

M.O. Exchanges—By M. Davies

Georgie Couture retired on May 30 amidst congratulations and a shower of lovely gifts. Included was an electric fry pan and toaster presented by Mr. Robinson on behalf of the management and staff.

On May 23 Georgie's co-workers assembled at Moore's to honour her at a retirement dinner and was presented with a lapel pin. Mr. Robinson doing the honours. To Georgie we all wish you a long and happy retirement.

Last month our very charming Olive Russell was in the news with a lovely diamond. This month she takes a second bow to the tune of wedding bells.

On Friday, June 13, the Exchange staff assembled to present Olive with many lovely gifts including a steam iron, presented by Mr. Brown on behalf of the management and staff.

Olive was feted at two showers. Vi Benner was hostess at the first and made a presentation of table linen. The second was given by Mary Welbanks at her home with a presentation of a toaster. The wedding took place at Old St. Andrew's Church on June 14. To Mr. and Mrs. Joyce, our best wishes for a happy wedded life.

Another bride-elect, Doris Horch, was entertained at a shower on June 11. The hostess, Ursula Striefler, presented Doris with a breakfast set on behalf of the girls present. Thanks, Ursula, for a lovely evening.

Our deepest sympathy is extended to Mrs. Ada Jamieson, also to Mr. Leo Fontaine in their recent bereavements.

Catalogue Distribution, Salesroom, Phones

By M. Taylor

Our very best wishes to the girls who left to be married: Dephine Smith, June 13; Margaret Martens, June 4; Betty Friesen and Margaret Johnson, June 20; Doreen Arndt, June 26. All received many lovely gifts.

We would also like to send our best wishes with the girls who decided housekeeping was a full-time job: Jean Waloshyn, Helen Henry, Ruth Patrick.

Congratulations to Alice Reimer—she received a lovely diamond May 30.

Welcome back to Joan Rentz who was away with the measles, also to Isabel Warren.

Good luck, good health to Irene Tetreault who retired on June 30. A breakfast was held in her honour at the St. Regis, receiving a gift and corsage. She also received many other lovely gifts. We'll miss you, Irene.

Our deepest sympathy to Mary Matheson whose mother passed away June 1.

Joe Sigurdson (Salesroom) is really proud. His daughter, Heather, won the "Miss Manitoba" contest. Our best wishes go with her.

Drugs—By Stepheie Sapiak

On the evening of May 30 a double celebration was held at the St. Charles Hotel in honour of Mary Murray on her retirement and Jimmy Reay on his coming 25th anniversary on July 3.

Acting as chairman, Mr. R. N. Gregg brought us up to date on the years this duo spent with the Company. Then, on behalf of all attending, Mr. R. McGurk presented Mary with a silverware chest and Mr. D. Livingstone presented Jimmy with movie equipment.

After dinner, a sing-song was led by Mr. Dodds, ably accompanied by Jimmy Carson. Later, dancing to the records of Gordon Grimes. There was a wonderfully large turnout and an enjoyable evening was had by all. We'd like to take this opportunity of extending our heartiest wishes to Mary and Jimmy and wishing them both a long and happy future. We'd also like to express our thanks, especially to Phyl Thompson, and to all others who helped to make this occasion such a tremendous success.

* * *

NINTH FLOOR

Men's Furnishings—By Dorothy Dee

During the two years you have been associated with Department W28 as signature over the Hat and Cap section, you have done an excellent job, were Mr. G. Firth's words to Mr. Cecil Maw as he left us Friday, June 20, to join the Western Order Office staff, adding that he felt Mr. Maw would do a still better job in this new field of work with the Company. Mr. Firth then made the presentation of a pen and pencil set on behalf of the department, wishing him every success in his new undertakings. He also was the recipient of many other gifts from his friends and associates. Good luck, Cecil, from us all.

We were all saddened at the sudden passing of Mr. R. J. Eaton on June 17, and of that of his wife the following day. Mr. Eaton retired from our staff in June, 1956. A double funeral was held Friday, June 20, from the Clark-Leatherdale Funeral Home.

Sporting Goods

By D. Hardiman and J. McNiven

61 and 27 Departments extend to Jim Carson and family the deepest sympathy on the death of Jim's father who passed away June 7 after a lengthy illness.

Twenty

On June 10 the department held a miscellaneous shower at the home of Mrs. Alice Rae in honour of Audrey Smith a bride-elect of July 5.

On June 20 Audrey Smith was presented with a gift of blankets by Mr. R. Hutton. Her table was decorated with many beautiful gifts.

Jewellery—By Jean Farr

On May 31 May Manson celebrated 30 years with the Company. On Friday morning her fellow workers gathered around while Mr. R. Robertson, Department Manager, presented the department gift of a lounge bed and lawn chair and expressed best wishes for health and happiness in future years. Many friends dropped in throughout the day to offer their congratulations and she also received many personal gifts.

To make the occasion a memorable one, the staff held a dinner in her honour at Chan's where she received a gift of a matching lawn chair.

Later we were guests of Mr. and Mrs. Dunny Dewar, where we spent a very enjoyable evening. Sincere thanks to our host and charming hostess.

Candy Factory

We were very sorry to hear of Percy Stewart's misfortune. He fractured bones in both legs and was laid up in St. Boniface Hospital for some time. It all happened on a trip to Pointe du Bois. We understand he is home at this time, and we hope he will have a speedy recovery.

Sportswear—By M. Kurdydyk

Late wishes to Frances Mitchell who left our department on May 9 to become the bride of Mr. John Bell on May 19. On behalf of the staff Mr. Smithson presented Frances with stainless steel pots and pans and she received many lovely gifts from her friends in the department.

* * *

ALEXANDER AVENUE WAREHOUSE

Printing—By M. Torrance

Congratulations and best wishes to Mr. and Mrs. Matthews, parents of Mr. George Matthews, composing room, on the occasion of their 60th anniversary.

We had a few visitors this month, two retired members of our staff, Mr. W. Thom who is now over 90, and Mr. A. Farrow who is nearing the 80 mark. Both are enjoying good health; also Mr. John Foster, Bill Melnyk and Dick Savage, all former members of 1745.

RETIRED MEN'S NEWS

We are glad to hear Mr. Hurlburt is now home from the hospital and recuperating nicely. We understand Mr. Dave Wilson had his leg amputated, and also had the misfortune to break his arm.

Congratulations are in order for Mr. and Mrs. Edward Hall. Ed is retired from the Transportation Dept. after 34 years service. They recently celebrated their 60th wedding anniversary. Both Mr. Hall and his wife were born and married in the Maritimes, and Ed was able to give me the name of the Minister—the Rev. E. B. Hooper. Mr. and Mrs. Hall have one daughter and one grandson. Congratulations and best wishes to both.



Good Luck — Good Health — And Happiness In The Years To Come !

To These Five Eatonians Who Retired June 30

WILLIAM STEEDS

Mr. Bill Steeds retired from the Furniture Delivery, having been an Eatonian for over 29 years. His colleagues gathered around at the Alexander Warehouse from where that Delivery works. Mr. A. Arnason, manager, was present to convey to Mr. Steeds the good wishes we quote above, and to give Bill the gift of a sporting rifle with—wow!—500 rounds of ammunition. We hope you have the health and strength—and ambition—for many years, Bill, to get out with that gun for safe and successful hunting.

MISS EDNA UNDERWOOD

Miss Underwood, who served with the Cashier's Department for her complete and splendid term of a little over 39 years, bade good-bye to her colleagues at the end of June. They gathered in the second floor cash office and Edna's desk was the centre of attention that morning with its load of gifts. The department's gift was a very comfortable looking TV lounge chair — a rocker — and we foresee pleasant relaxed hours for Miss Underwood in evenings to come. May it be a reminder through many years, Edna, of the high regard of your former associates and your many other Eatonian friends!

MISS IRENE TETRAULT

Irene was with our Mail Order for a couple of sessions in her early years before she settled in for her service of almost 39 years since July, 1919! She has been with the Catalogue Distribution Department continuously.

June 30 morning, friends held a breakfast in her honour at the St. Regis Hotel, about 60 people being present; at that time she was presented with a fine black leather hand bag and matching gloves. Her desk was a sight to behold, with presents from many friends — and prominent among them the department's parting gifts of 4-point Trapper blankets and an electric fry pan. Friends also entertained her to a Grill Room luncheon. Every good wish, Irene, from friends and colleagues—Ye Ed, himself included, from the Mailing List days!

MRS. CORA O'KELLY

An Eatonian in her younger days before she was married, and later widowed, Cora O'Kelly came back to her old department and was a valued worker in the Drug Office from 1936 to the end of June when she retired—nearly 22 years. Mrs. O'Kelly will long value the many fine expressions of thanks and goodwill she

received on her retirement from the men of the Western Stores—a tribute to her helpful service.

Her department colleagues held a Grill Room breakfast in her honour on Thursday, June 26, with 45 attending, and there presented her with a lovely set of air-type luggage. That evening a party of Drug office girls and other close friends of Cora, was held at the home of Bessie Barton, where the guest of honour received a lovely plastic-covered "Around-the-World" hand bag.

Among her souvenirs Mrs. O'Kelly will treasure the head table place cards from her breakfast party—all with her photo and sketches cleverly executed by Marion Taylor and Daphne Dixon of the Portrait Studio. She plans a holiday jaunt to begin her retirement: Columbus, Ohio; Vancouver, Kelowna and other B.C. points. May you enjoy every minute of it—and future years, Mrs. O'Kelly!

JOSEPH HIDDLESTON

A member of the Farm Machinery Department for all his service—and looking back to days of 1913 and onwards when that department was really loaded with waggons, bug—

(Continued on Next Page)



CONTACTS

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Vol. 34 JULY, 1958 No. 7

Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Mail Order Western Division

At the commencement of the Fall Season, 1958, Department 61 will be divided into two departments, numbered and classified as:

Department W61—Sporting Goods and Luggage;

Department W65—Auto Accessories.

Operation will continue under the present management.

Order Offices

Please note that the following Order Office was opened for business on Thursday, May 15, 1958:

Campbell River, British Columbia

MRS. E. GRICE, in charge; effective June 9, 1958.

Smithers, British Columbia

MRS. R. Marko, in charge.

Penticton, B.C., Heavy Goods Depot

MISS W. RABEL, Mail Order Desk.

Stettler, Alberta

MRS. E. BRANDENBURG, in charge.

Edson, Alberta

MRS. V. WALSH, in charge, July 14, 1958.

Tisdale, Saskatchewan

MRS. B. CRESSWELL, in charge

Fort Churchill, Manitoba

MRS. E. LANGLOIS, in charge, July 17, 1958.

DO YOU HAVE A SUGGESTION !

During the month of June the following employees were granted awards for their suggestions:

Miss A. Kershaw, Store Cashiers.....	\$10.00
Mr. W. R. Welch, M.O. Jewellery.....	5.00
Mrs. D. Gilchrist, General Office.....	5.00
Miss O. Eldred, M.O. Copying.....	5.00

LONG-SERVICE ANNIVERSARIES TO AUGUST

G. S. Sommerville, Boys' Clothing.....July 26
Mrs. M. Currie, Drugs.....July 30
A. Barnes, Men's Clothing.....July 30
W. Allan, M.O. Men's Furnishings.....July 31
W. E. Chalmers, Stock Audit.....August 8

W. E. King, Stationery.....August 8
S. R. Critchley, Elevators.....August 12
Miss G. G. Wing, Fancy Goods.....August 14
N. R. Batting,
Women's DressesAugust 17

RETIRED EATONIANS

(Continued from Previous Page)

gies, democrats, bob-sleds, anvils, forges and so on and on—things few farmers know of these days—Joe signed off June 30. Speaking for the department, Mr. W. H. Bingham thanked Mr. Hiddleston for his outstanding length and quality of service, including those busy days and nights when the workshop made binder canvases by the thousands!

The department gift to Joe was a handsome set of leather luggage—a big two-suitier and matching suitcase.

Twenty-Two

On the Friday evening previous a party was held in honour of Mr. and Mrs. Hiddleston at the Curtis Hotel, staff and wives attending, also retired manager Mr. Crooks with Mrs. Crooks, retired colleague Bill Paige with Mrs. Paige, and Miss Mar Waring. On that occasion Mr. Hiddleston was presented with a travel clock. May it keep you timed on many happy journeyings, Mr. and Mrs. Hiddleston.

In Memoriam

ROBERT JAMES EATON, AGNES EATON



A double funeral was held on Friday, June 20, for Mr. Robert (Bob) Eaton, 67, well-known in Mail Order and Store, and his wife Agnes. Mr. Eaton passed away Tuesday, June 17, and his wife succumbed to illness a day later. Married in Ireland, Mr. and Mrs. Eaton had lived in Manitoba for 45 years and Bob retired from the M.O. Men's Furnishings in June, 1956, having served most of his 38 Eaton years in that department. He was a member of the Guards' Association as a veteran of the Great War, and of Prince Rupert Masonic Lodge.

ALBERT GORDON CHRISTIE

Mr. Christie died on Wednesday, June 18, at the age of 76, sixty of his years having been passed in Winnipeg after coming here from his birthplace, Iceland. For 35 years before his retirement in 1948 he was a bank messenger for the Eaton store. He is survived by his widow, Marie Anne; a daughter and five sons, to whom his many old friends in Eaton's tender their sincere sympathy in this bereavement.

MRS. CATHERINE SWAILES

Winnipeg papers carried the news recently of the death of Mrs. Swailes, aged 63, at Victoria, B.C. Born in Falkirk, Scotland, Mrs. Swailes came to Winnipeg as a young girl, and she worked for our Fancy Goods Department for 16 years before leaving and residing at the coast. Three daughters survive—two in Winnipeg and one in Vancouver; there are also two sons, numerous grandchildren and three great-grandchildren. To them and other surviving relatives goes the sincere sympathy of Mrs. Swailes' many friends in her old department and other Eatonians who knew her.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Father

Mrs. M. Wedlake.....China
Mrs. O. Gmiterek.....Foodateria
Mr. J. Ferguson.....M.O. Packing
Mr. G. Otley.....M.O. Adjusting
Mr. J. Carson.....M.O. Sporting Goods
Miss V. Gryte.....M.O. Girls' Wear
Mr. L. Croft.....Sales Audit
Mr. N. Stanbra.....Ranges and Stoves
Mrs. N. Pitsanuk.....Third Floor Coffee Bar
Mrs. J. Pooles.....General Office
Mrs. K. Palanycia.....Night Caretaking
Miss D. Neilson.....Third Floor Coffee Bar

In the Loss of a Mother

Miss M. Matheson....Catalogue Distribution
Mrs. J. Hoskins.....M.O. Draperies
Mr. E. Logan.....Doormen
Mr. L. Saunders.....Caretaking
Mr. J. Johannson.....Sporting Goods

Mr. C. C. Wishart.....M.O. Packing
Mrs. A. Jamieson.....M.O. Exchanges
Mr. J. Gutewski.....Shoe Repairs
Miss W. Letham.....Fashion Salon
Miss S. Johnson.....Children's Wear
Miss E. Buenneke.....Drapery Workroom

In the Loss of a Brother

Mr. A. Sharhan.....Radios, Music, TV
Mr. J. Resmus.....Men's Clothing Workroom
Mr. E. Sandberg.....M.O. Packing
Mr. L. Fontaine.....M.O. Exchanges

In the Loss of Her Husband

Mrs. A. Hargreaves.....Groceries

In the Loss of His Wife

Mr. W. Cox.....Delivery

In the Loss of a Baby

Mr. A. Vollett.....Caretaking

Welcome, Summer Visitors



We believe all visitors will be impressed by our great Store—many of them will not see a store of this kind and size very often because many will not be from large cities; others will find Eaton's quite different from—and we hope better—than many stores “across the line.” In any case, we will consider that when they come to us they are in a mood to buy. They may need really serious advice and help though, in deciding on purchases — we should be ready with that help, that guidance. The memory of friendly reception and treatment lingers on long after many a definite

“Visitors,” says the Staff Training Department tourist bulletin, “have always been V.I.P.’s (Very Important People) at Eaton’s—and are today.”

These visitors will be staying here, coming through here and going back through here after visits to near or distant sight-seeing and sports locations. They will all be looking for certain things when they visit our store — and not all those things are actual purchases.

purchase has been forgotten. The recommendation of people to others visiting here — “You’ll Find Eaton’s the Best Place to Shop” — is something above and beyond specific value for money—it’s reward for interest and service.

Let us sell them merchandise—for they wish to add to their possessions or get souvenirs—and we offer these to their advantage. Let’s also sell Canada—its people — its welcome — its friendliness — and in doing so we shall be selling them “Eaton’s of Canada — Coast to Coast.”

SUMMER SAFETY

We repeat here some warnings that we take each summer from the bulletins of the Canadian Red Cross. They are timely, and each summer’s tragedies point up how necessary are these precautions. To begin with, if you’re anxious to get that “vacation tan”—DON’T RUSH IT, take your time, a few minutes the first exposure, then gradually longer—it takes a few days but you’ll get that beneficial and beautiful tan comfortably and safely by spacing your sunning wisely.

As to fun in and on the water—DO take the Red Cross advice seriously, for the safety and welfare of yourself, your family, your companions:

DO Learn to Swim.

DON’T Overload Any Water Craft.

DO Wear a Life Jacket when boating, especially if you can’t swim.

DON’T Swim at beaches, pools, rivers that are not supervised.

DON’T PUSH OTHERS INTO THE WATER UNEXPECTEDLY or DUCK THEM CARELESSLY — It’s Dangerous.

DO Wait two hours or more after a regular meal before swimming—necessary for safety, better for health.

DO HANG ON to your water craft should it capsize.

DO WATCH YOUR CHILDREN always, and especially when they are in, on or near water. AND DON’T LET THEM WANDER INTO BUSHLAND.

DO BE CAREFUL — FOR A HAPPIER VACATION

E.E.C.F.

NEWS

JULY 1958

*A Half-Yearly Report for
the Information of*

**WINNIPEG EATON EMPLOYEES'
CHARITABLE FUND SUBSCRIBERS**



YOUR CHARITABLE FUND COMMITTEE — 1958

Back Row, left to right: T. Keough, Women's Footwear; R. E. Ramsay, Children's Footwear; H. Livingstone, M.O. Drugs; J. B. Fisher, M.O. Hardware; H. C. Macfarlane, Sportswear; G. R. Purchase, City Inspectors; E. Kasper, Grill Room staff; S. Scream, 2nd Floor Self-Serve; H. Graham, M.O. Adjustments; W. J. Hogg, M.O. Linens.

End of Table, left to right: E. W. Black, Vice-President, M.O. Operations; Mrs. E. Schlamp, Recording Secretary, Staff Relations; D. Wilson, President, Jewellery; V. T. Fotheringham, Secretary; T. M. Miller, Public Relations (ex officio).

Left Group: Miss G. Clark, Dresses; Miss H. James, Display; Miss S. Wallace, Superintendent's Office.

Right Group: Miss F. Rogers, M.O. Linens; Mrs. J. Howe, Radio, TV; Miss W. Nash, Shopping Service.

Missing from Picture: C. Scarr, Catalogue Distribution; S. P. Belsher, Hardware; C. Carswell, Paints; Miss S. Einarson, M.O. Packing; Miss M. Freeman, M.O. Copying; Miss D. Martin, M.O. Packing.

SINCE THE BEGINNING OF 1958, YOUR FUND HAS

CANADIAN RED CROSS SOCIETY, \$8,400

The work of the Red Cross is great and widespread. Some may ask—what does it do in Manitoba? Out of a Canadian total campaign objective of \$6,232,099 this year, Manitoba is asked to raise 7% or \$433,100.

It will surprise you, we think, to realize that while Manitoba has been most fortunate in escaping any recent major disasters by fire, flood or epidemic, the Red Cross has been so helpful in all sections of our province's people. Here are a few things done through 1957:

To help the Red Cross provide emergency needs, the Women's Work committee in this province made 56,719 garments from materials supplied by the Red Cross, to be ready for wherever needed across Canada.

During illness in the home, Manitoba patients benefited by the free loan of 6,000 Red Cross items of sick-room supplies; and Home Nursing was provided by volunteers for 144 women.

About 1,250 visits were made to Red Cross Outpost Nursing Stations in Manitoba; also 782 home and 80 school visits.

Red Cross volunteers carried on the water-therapy program at H.M.C.S. Chippawa and at Princess Elizabeth Hospital for post-polio and multiple sclerosis patients.

Daily attendance of volunteers at Red Cross Lodge for the Deer Lodge veterans. Films shown, handicraft instruction given; also help to needy veterans and families.

Junior Red Cross voluntary efforts helped 125 children of needy families.

97 graduate instructors for Water Safety trained; who in turn with other grads, taught swimming and water safety to 13,800 Manitoba boys and girls in 209 districts.

42,527 pints of blood, donated to the Red Cross by Manitobans, were processed and delivered free for 18,704 patients in this depot's area.

GRACE HOSPITAL EXTENSION, \$5,000

(Third Part of 3-Year Total of \$15,000)

We have told before of the splendid record of this Hospital and its special services in addition to the remarkable growth of its facilities in all medical and surgical care. In the heart of a residential area and easy of access, Grace Hospital has been fortunate in obtaining adjoining property that has made possible its imposing main and added buildings, including an attractive nurses' residence. We cannot help but feel that with the coming of Manitoba's Hospital Aid program, it is fortunate that Grace Hospital, with our other major city hospitals, has grown so excellently in size and facilities, and is planning ever-further service. We believe our Fund members may well feel proud of the E.E.C.F. association with its growth over many years and especially in recent times.

SALVATION ARMY RED SHIELD APPEAL, \$3,000

Including as it does its day-in, day-out program of service in this city and province, the Salvation Army itself provides eloquent testimony of its need and right to active help . . . Winnipeg services include, in addition to Grace Hospital: a home for unmarried mothers; Home for the Aged; Hostel for men, supplying food, clothing and shelter; Community Welfare programs including religious training, character building, counseling and family welfare.

To help this world-wide institution, mobilized here as over the world 24 hours a day, working among the needy, ministering to every race, colour and creed, always in the "front line"—your Fund is proud to be able to give generously on your behalf.

HOSPITAL FOR MENTAL DISEASES, SELKIRK, \$100

This was for the special purpose of purchase of a Record Player donated by your Fund for the entertainment of the patients. The machine was specially equipped with accessories which make it useful also for connecting up for the sound portion of pictures shown by the hospital's movie machine. The amount allocated allows for further purchase of records for use with the machine.

HAS HELPED THESE WORTHWHILE ORGANIZATIONS

MANITOBA MARCH OF DIMES, \$2,000

It is a matter of both gratitude and pride that the active help of so many over the past years, including your Charitable Fund, has brought prevention and treatment of polio to the point today where definite advance has been made in combating its incidence and rehabilitating those who have been and are sufferers from it.

It could happen, however, that progress can lead to complacency. The Society for Crippled Children and Adults of Manitoba finds that work for the 10,000 or more disabled people in this province demands continued and unflagging effort both in raising funds and in putting them to work. Medical and surgical work, physio-therapy, modern chairs and walking devices, counselling, vocational and job work, placement and transportation—all these demand professional workers, many voluntary workers, and Money! Your Fund has been a steady help!

MANITOBA DIV., CANADIAN CANCER SOCIETY, \$5,000

The Canadian Cancer Society and its affiliate, the National Cancer Institute of Canada, are the only two national voluntary organizations of their kind in Canada.

The monies raised are used for: RESEARCH, by the National Cancer Institute; EDUCATION, especially as regards taking early action on symptoms to get diagnosis and treatment; WELFARE—to assist cancer sufferers in need at home.

There is hope nowadays that eventually this dread disease may be conquered. It is therefore all the more vital that the fight should be carried more vigorously now than ever, so that nothing shall lapse for lack of support, that might help society win the grim struggle against this killer of more than 20,000 Canadians per year!

MANITOBA HEART FOUNDATION, \$2,500

We need—says the Manitoba affiliate of the National Heart Foundation of Canada—the men, equipment and know-how right here. Death from diseases of the heart and blood vessels in Canada today range from over 38% in the 35-54 age bracket to over 57% in the 55-74 age bracket.

We must be in a position to add specialized full-time trained men to work on this, in support of the valuable research carried on for years—largely voluntarily—in hospitals and medical colleges. We can then keep in step in knowledge and practical use with advances made in world centres. To create and maintain such a unit is the objective of the Heart Foundation, which assures all subscribers that the money will be put to good use indeed!

JOAN OF ARC HOME, JARVIS AVENUE, \$279

Provided for the purchase of a dishwashing machine, this was a special donation to an organization which does receive some help through the Chest. With 55 or 60 children, however, in their Day Nursery, the automatic dishwasher supplies quick work on a job for which they had great difficulty in finding lay workers for the hand-work. The Home is operated by the Franciscan Missionaries of Mary, from whose Mother Superior came a request your Committee felt pointed up a deserving special need.

EASTER REMEMBRANCES FOR VETERANS, \$1,238

619 Gifts Were Made at a Value of \$2.00 Each

"On behalf of the patients at Deer Lodge Hospital and those recently transferred here from the Veterans' Home, we extend sincere appreciation to your Fund members for the donations of cigarettes, tobacco and pipes and the other gifts for non-smokers. All patients were visited at Easter and the gifts were received with many appreciative remarks. May we express our appreciation on behalf of the Department of Veterans' Affairs for your thoughtfulness."

(From individuals, from all personnel in some wards, and on behalf of numerous groups, your Committee has received a wonderful assortment of acknowledgement cards and letters from the veterans, men and women, thanking you as Eatonians for making these gifts possible through your Fund.)

BETEL OLD FOLKS' HOME, \$1,000

Fifty years of service to Manitoba's older people brought this well-known home for the aged to the need last year of a new building costing almost \$150,000, about a third of which was obtained from the Provincial Government. The other buildings of the home needed and still need renovating and improving. It is to these causes that your Fund has donated—\$1,500 last year and \$1,000 this—monies on which the home may draw for furnishings and equipment.

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FOUR GIFTS OF \$500 EACH TO FRESH AIR CAMPS, \$2,000

LAKESIDE FRESH AIR CAMP, McElheran Station
CANADIAN SUNDAY SCHOOL MISSION
SALVATION ARMY FRESH AIR CAMP
UNITED CHURCH FRESH AIR CAMP

Your Fund repeated this year the help decided on last year—an equal amount to each of the Camps for the performance and furtherance of their regular good work. While underprivileged children are still in need of the vacation provided, the general welfare of the people in recent times has made it possible for many to provide for themselves. In view of this, facilities of the camps have been able to be offered to handicapped children, paraplegic and palsy cases, and pensioners—and members of your Committee are planning to make goodwill visits to these camps and make note of their services and needs to show your interest in the work.

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TO THE CECILIA JEFFREY PRESBYTERIAN INDIAN RESIDENTIAL SCHOOL, Sporting and Recreational Equipment, \$200

Supervised and subsidized by the Department of Indian Affairs, this school at Kenora looks after over 150 Indian children 6 to 16 years old. Their need was for personal equipment for active sports, and items like radio for recreation. A very sincere letter of thanks to your Fund is on file from Rev. Howard Neely, for this support to the work of the Presbyterian Women's Missionary Society.

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CONVALESCENT HOSPITAL, JESSIE AVENUE, \$40.25

The exact sum is as above, and not "round figures", because it covers continuance of a project your Fund has now carried on for several years—providing weekly and other periodical magazines for the patients at this hospital. The hospital is a non-profit organization operated by a voluntary board of 12 women, and this gesture on the part of Eatonians has again been gratefully acknowledged.

**Again, Eatonians, on Behalf of the Community Chest (Your Donation Last Year for the 1958 Term Was \$52,500) and These Other Recipients,
Thanks for Your Regular Giving. It Is Truly Appreciated.**